

**LASALLE COUNTY BROADCASTING
ANNUAL EEO PUBLIC FILE REPORT
AUGUST 1, 2015**

For the Period Beginning August 1, 2014 and Ending July 31, 2015

LaSalle County Broadcasting, an Equal Opportunity Employer, is dedicated to providing broad outreach regarding job vacancies. Organizations that wish to receive information about vacancies at the station should contact Joyce McCullough, President, at (815) 220-6929, or send an e-mail message to: joyce@wlpoamandfm.com. You may also contact Ginny Parnisari, Human Resources, at (815) 220-6928, or send an e-mail message to: hr@newstrib.com. Send resumes to: LaSalle County Broadcasting, 1 Broadcast Lane, Oglesby, IL 61348. There were four full-time positions filled between August 1, 2014 and July 31, 2015.

This Report, which covers the prior 12-month period, is to be placed in each station's public file and website every year on the anniversary of the due date of the station's renewal application.

This Report covers the following employment unit:

CALL SIGN	AM/FM	FACILITY ID#	COMMUNITY OF LICENSE	STATE	LMA
WLPO	AM	36645	La Salle	IL	No
WLPO	FM	151843	La Salle	IL	No
WAJK	FM	36181	La Salle	IL	No
WLWF	FM	3958	Marseilles	IL	No

The following is information concerning the recruitment efforts undertaken by the employment unit to fill a full-time vacancy during the period covered by this Report.

A. Four full-time jobs were filled during the Annual EEO Public File Report from August 1, 2014 to July 31, 2015. One full-time position was changed to part-time.

B.

Job Titles: Account Executive – Date filled November 24, 2014
 Account Executive – Date filled February 3, 2015
 On-Air Host Personality – Date filled March 23, 2015 (full-time changed to part-time)
 News Reporter – Date filled April 6, 2015
 Account Executive – Date filled May 18, 2015

C. Recruitment/Referral Sources used to seek candidates for Account Executive Position Filled November 24, 2014.

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
NewsTribune Total Talent Reach	Amy Picco	426 Second St LaSalle IL 61301	815-223-3200	0	3
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby IL 61348	815-223-3100	1	1
The Times	Brittney Roffers	Smith Rd, Ottawa IL 61350	815-433-2000	0	0
Illinois Broadcasters Association	Debra Gray	200 Missouri Ave Carterville IL 72918	618-985-5555	0	0

D. Recruitment/Referral Sources used to seek candidates for Account Executive Position Filled February 3, 2015

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
NewsTribune	Amy Picco	426 Second St LaSalle IL 61301	815-223-3200	1	1
Illinois Broadcasters Association	Debra Gray	200 Missouri Ave Carterville IL 62918	618-985-5555	0	0
The Times	Brittney Roffers	110 W Jefferson St Ottawa IL 61350	815-433-2000	0	1
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby IL 61348	815-223-3100	0	5

E. Recruitment/Referral Sources used to seek candidates for News Reporter Position Filled 4/6/2015

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
AllAccess.com	Allaccess.com	28955 Pacific Coast Malibu CA 90265	310-457-6616	0	0
Illinois Broadcasters Association	Debra Gray	200 Missouri Ave Carterville IL 62918	618-985-5555	0	0
Illinois News Broadcasters Association	Bob Roberts	1 University Circle Macomb IL 61455	borowmag@aol.com	0	0
WLPO/WAJK/WLWF (Employee Referral)	John Spencer	1 Broadcast Lane Oglesby IL61348	815-223-3200	2	2

F. Recruitment/Referral Sources used to seek candidates for Account Executive Position Filled 5/18/15

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
Illinois Broadcasters Association	Debra Gray	200 Missouri Ave Carterville IL 62918	618-985-5555	0	0
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby IL 61348	815-223-3100	0	3
Illinois Valley Community College Job Fair	Ginny Parnisari, HR for WLPO, WAJK, WLWF	1 Broadcast Lane Oglesby IL 61348	815-220-6928	1	1

Outreach Activities

LaSalle County Broadcasting participated in job shadowing, station tours, career mentoring, job fairs, staff training and events in the community throughout the year. Staff participants discuss the education required for broadcasting and the different job opportunities that are available working in radio.

Job Shadowing/Mentoring

Students are able to work with staff members to learn about the operation of a radio station, the skills required and the availability of radio careers they are interested in pursuing.

LaSalle-Peru High School student job shadowed at our stations learning all aspects of our industry, from programming and sales, to production, traffic, on-air and technical. The student also learned how the office staff worked with all the departments at the radio station. They were able to observe an on-air personality while they

were broadcasting their show and learned about production and editing of commercials. The student watched the radio station technician start a server upgrade. Participants: John Spencer, programming director; Mark Lippert, advertising director, Becky Roberts, office manager, Billy Thompson, Production/Copywriter, Jennifer Nagle, News director and Rob Murch, on-air personality. August 7, 2014

LaSalle-Peru High School Entrepreneurial Class – Participant: Vice President of Sales & Marketing, Mark Lippert and Vice President of Operations, John Spencer. Ten students visited LaSalle County Broadcasting meeting our staff and learning about the operation of a radio station. After a tour of the station, the students learned about marketing. October 10, 2014

An Illinois Valley Community College student needed to interview a member of the media for her class. We gave her a tour of the station, explained how a station operates and answered questions on what's it like to working in radio media. Participants: John Spencer, programming director and Rob Murch, on-air personality on WLWF, The Wolf. November 18, 2014

John Spencer, program director and Steve Vogler, technician, met with a student from Illinois Valley Community College to offer suggestions on equipment needed to cover college basketball games for podcasts and a future live stream. The student tested his system using a couple of pieces of our equipment and Steve recommended supplies. November 18, 2014

Jamie Landrus, on-air personality on WAJK, was interviewed by an Illinois Valley Community College student for a broadcasting class. The student was required to write a 500 word essay on local broadcasting. November 18, 2014

An Illinois Valley Community College student visited the station to discuss what it would take to start a campus station. I recommended FCC.gov, which he had already visited. I emailed him the name of the contract engineer we used for our translator acquisition so he could receive advice on the first step and whether or not it's feasible. I also urged him to immediately begin producing programming online. Participant: John Spencer, programming director. January 15, 2015

John Spencer, programming director, spent time on the phone with an Illinois Valley Community College student who is assisting a professor in setting up an online radio station. I gave advice on agencies to contact regarding music royalty fees. February 12, 2015

John Spencer, programming director, spent an hour talking with a group of approximately 25 journalism students at Illinois Valley Community College about radio in general, how it has changed over the years and how it continues to evolve in the digital age. We talked about increased competition and the multitude of ways radio can reach listeners in 2015. We also discussed the may career options available in radio and spent the last half hour on Q & A. April 9, 2015

Station Tours

LaSalle County Broadcasting encourages interested youth community groups to tour the station and staff interacts with the students and gives them information about broadcasting covering all the different jobs in radio. One of the highlights is showing them how commercials are made and taping their voices.

Peru Tiger Cubs, Jennifer Nagle, news director, November 11, 2014

Spring Valley Cub Scouts, Jamie Landrus, on-air personality, January 13, 2015

Ottawa Cub Scout Pack 3750, John Small, on-air personality, January 22, 2015

Career Mentoring

Station staff talked to students about the operation of a radio station, the skills required, importance of an education and availability of radio careers.

LaSalle-Peru High School Mock Interviews – Participant: Vice President of Sales & Marketing, Mark Lippert. Mark participated in mock interviews with students in the Business and Technical writing class. Approximately 20 area business professionals participated in the event. The purpose was to give students a real world experience when interviewing for a job. The interviews were 20 minutes long with 10 minutes at the end to give feedback to the student on their dress, promptness of answers, body language and overall professionalism. It was a good opportunity to discuss job opportunities in radio. December 4, 2014

LaSalle-Peru Township High School Career Day – Participant: Vice President of Sales & Marketing, Mark Lippert. Mark set up a booth representing LaSalle County Broadcasting and had the opportunity to talk with 30 about careers in broadcasting, including education and training, and income potential. Interested students were encouraged to set up a tour or job shadow for a day at LaSalle County Broadcasting. April 10, 2015.

Staff Training

LaSalle County Broadcasting air staff spent two intensive days in individual sessions with international broadcast consultant, Valerie Geller, listening to their on-air work and learning more effective ways to communicate with our listeners. Participants: John Spencer, Rod Thorson, Jennifer Nagle, Jeremy Aitken, Jon Shapiro, Jaimie Landrus, Elizabeth Isaacson and Rob Murch. August 11-12, 2014

Jennifer Nagle, news director, attended six journalism seminars at the Illinois News Broadcasters Association Fall Convention. It was held in Marion, Illinois. Jennifer received information she is able to apply in the newsroom and in the field of news. October 4-5, 2014.

The advertising staff attended the Illinois Broadcasters Association annual meeting and training sessions in Bloomington, Illinois. This was a day long training sessions on subjects ranging from how to better serve clients marketing needs both in traditional and digital. The training showed how we can better serve our clients with better and more effective marketing plans to strength our relationship with community business owners. June 17, 2015

Marketing consultant, Pat Bryson, worked very closely with our newest Account Executive, Bob Mullane. Pat worked with Bob on understanding radio sales and held training sessions focusing on asking great questions when working with our advertising clients to meet their marketing needs. Pat also visited clients with Bob observing his interaction with businesses in his territory. May 4-8, 2015.

Community Events

Station staff participates in community events throughout the year to promote station awareness and to talk to potential station employees and customers.

Doin it for Dan Benefit – Participant: Jon Shapiro, on-air personality. Jon hosted the benefit representing LaSalle County Broadcasting. Dan is an EMT and was injured transporting a patient in March 2014 and was still not able to work. August 1, 2013.

W. D. Boyce Council of Boy Scouts – Participants: John Spencer, Vice President of Operations and Mark Lippert, Vice President of Sales & Marketing. The meeting was hosted by local business owners and professionals. Focusing on educating attendees about the life long benefits scouting offers to young men. LaSalle County Broadcasting partners with local scouting troops each year for our Fill the Mayflower food driver, which benefits the local food pantry. LaSalle County Broadcasting made a financial contribution to the Boy Scouts to help support what scouting does for young boys as well as in the community. August 27, 2014

Gary Eccles Scholarship Fundraiser – Participant: Jaimie Landrus, on-air personality. Jaimie volunteered at the benefit. The musical entertainment was 99.3 WAJK in the background. Gary was a long-time local fireman who passed from cancer away. Funds were raised for the Memorial Scholarship. September 27, 2014

Color Splash Dash 5 – Participant: Kim Robinson, account executive. The event benefited Princeton Arts Academy Scholarship fund. 99.3 WAJK did a remote at the event and was a trade color sponsor for “purple.” October 4, 2014

NCI Works Employer's Conference – Participant: John Spencer, Vice President of Operations. John helped organize and plan the event and attended the workshop for area employers. We learned how to shake attitudes in the workplace, how to build a group that leads to a great team, how to talk so others understand and increase awareness of strengths and weaknesses. The group of 70 business leaders, managers and human resource people learned about hot topics in employment law. October 8, 2014

Ottawa Kiwanis – Participant: John Spencer, Vice President Operations. John was invited to speak at a weekly meeting of the Kiwanis regarding LaSalle County Broadcasting and radio operations. Discussion included how technology has changed and continues to evolve and how we are committed to serving our listeners throughout the Illinois Valley. October 23, 2014